

ORDER



Orders
Order / Rev: 715234
Alt Order #: 06325258
Product Desc: ALLEN/NRSC
Estimate: 925C01
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/20/12 / 09/21/12
Order Type: Core

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Allen, G/NRSC/R/Sen/VA
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	15	\$121,100.00	\$102,935.00
10/01/12	10/07/12	7	\$28,200.00	\$23,970.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	15	\$121,100.00	\$102,935.00	50.80
October 2012	7	\$28,200.00	\$23,970.00	14.90
Totals	22	\$149,300.00	\$126,905.00	65.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WUSA	09/30/12	09/30/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	1:00	1	\$800.00	P-3	3.80	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$800.00		3.80			
N23	WUSA	09/28/12	09/28/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	1:00	1	\$12,000.00	P-2	6.60	NM	1	\$12,000.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$12,000.00		6.60			
N24	WUSA	09/28/12	09/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	1:00	1	\$5,000.00	P-2	2.30	NM	1	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$5,000.00		2.30			
N25	WUSA	09/28/12	09/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	1:00	1	\$1,400.00	P-2	2.10	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,400.00		2.10			
N26	WUSA	09/28/12	09/28/12	Fri Prime B Made in Jersey	CM	9-10P	----F--	1:00	1	\$9,000.00	P-2	4.80	NM	1	\$9,000.00
CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Estimate: 925C01

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	WUSA	09/28/12	09/28/12	Fri Prime B Made in Jersey	CM	9-10P	----F--	1:00	1	\$9,000.00	P-2	4.80	NM	1	\$9,000.00
		CSI NY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$9,000.00		4.80			
N27	WUSA	10/01/12	10/01/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	1:00	1	\$16,000.00	P-2	5.50	NM	1	\$16,000.00
		HAWAII 5-0													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$16,000.00		5.50			
N28	WUSA	10/01/12	10/01/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	1:00	1	\$5,000.00	P-2	2.30	NM	1	\$5,000.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$5,000.00		2.30			
N29	WUSA	10/01/12	10/01/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	1:00	1	\$1,800.00	P-2	1.10	NM	1	\$1,800.00
		LETTERMAN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,800.00		1.10			
N30	WUSA	10/01/12	10/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	1:00	1	\$1,400.00	P-2	2.10	NM	1	\$1,400.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,400.00		2.10			
N31	WUSA	10/01/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	1:00	1	\$1,400.00	P-2	1.40	NM	1	\$1,400.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,400.00		1.40			
N32	WUSA	10/01/12	10/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	1:00	1	\$1,000.00	P-2	1.00	NM	1	\$1,000.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,000.00		1.00			
N33	WUSA	10/01/12	10/01/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	1:00	1	\$1,600.00	P-2	1.50	NM	1	\$1,600.00
		NEWS TONIGHT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,600.00		1.50			
N34	WUSA	09/29/12	09/29/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	1:00	1	\$900.00	P-2	1.20	NM	1	\$900.00
		CRIMINAL MINDS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$900.00		1.20			
N35	WUSA	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	1:00	1	\$50,000.00	P-2	8.00	NM	1	\$50,000.00
		60 MINUTES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$50,000.00		8.00			
N36	WUSA	09/27/12	09/27/12	Letterman Late Night with David Letterman	CM	1135P-1237A	---T---	1:00	1	\$1,800.00	P-2	1.10	NM	1	\$1,800.00
		LETTERMAN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		1				\$1,800.00		1.10			
N37	WUSA	09/25/12	09/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	1:00	1	\$5,000.00	P-2	2.30	NM	1	\$5,000.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$5,000.00		2.30			
N38	WUSA	09/25/12	09/25/12		CM	1135P-1237A	-T-----	1:00	1	\$1,800.00	P-2	1.10	NM	1	\$1,800.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Letterman											
				Late Night with David Letterman											
				LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,800.00		1.10			
N39	WUSA	09/25/12	09/25/12	9 News @ Noon	CM	12-1230P	-T-----	1:00	1	\$1,400.00	P-2	2.10	NM	1	\$1,400.00
				9 News @ Noon											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,400.00		2.10			
N40	WUSA	09/25/12	09/25/12	6-7a 9 News @ 6a	CM	6-7a	-T-----	1:00	1	\$1,000.00	P-2	1.00	NM	1	\$1,000.00
				9News @ 6a											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,000.00		1.00			
N41	WUSA	09/25/12	09/25/12	Tue Prime A	CM	8-9P	-T-----	1:00	1	\$28,000.00	P-2	11.50	NM	1	\$28,000.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$28,000.00		11.50			
N42	WUSA	09/26/12	09/26/12	9 News @ 5p	CM	5-6p	--W----	1:00	1	\$1,400.00	P-2	1.40	NM	1	\$1,400.00
				9 News @ 5p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,400.00		1.40			
N43	WUSA	09/26/12	09/26/12	9 News Tonight 7p	CM	7-730p	--W----	1:00	1	\$1,600.00	P-2	1.50	NM	1	\$1,600.00
				9 News Tonight 7p											
				NEWS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,600.00		1.50			
													Totals	22	\$149,300.00